

REQUEST FOR PROPOSAL

FOR THE PRODUCTION OF

TELEVISION AND RADIO SPOTS



RHODE ISLAND LOTTERY
1425 PONTIAC AVENUE
CRANSTON, RI 02920
401-463-6500
WWW.RILOT.COM

REQUEST FOR PROPOSAL

SECTION A - GENERAL INFORMATION

1. LOCATION

- A. The Division of Lotteries of the Rhode Island Department of Revenue (hereinafter "RIL") is located at 1425 Pontiac Avenue, Cranston, Rhode Island, 02920.

2. BACKGROUND

- A. The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified vendors for the production of one or more :30 television and radio spots promoting the Holiday Instant Games (samples attached) and the changes coming to the Mega Millions® Megaplier® multi-state jackpot game in October (attached).
- B. Costs of dubs and delivery to media outlets for all spots must be included in bid response:
 - 1. Radio spots - An mp3 of the final spot to be sent to RIL for distribution to appropriate stations.
 - 2. Television spots - Accepted formats include Beta SP and/or Electronic Delivery, which can include FTP or DG. Also required:
 - (a) A Spanish version may be created. Please include the pricing for that separately if you offer that service, otherwise, we will need the music, written script and the spot with the voice over and any English Language graphic elements eliminated.
 - (b) Master version of the spot and 2 DVDs and an mp3 file for YouTube.
 - (c) Confirmation of rights to use the spot produced for unlimited length of time. Any restrictions on use of the spot must be detailed in RFP response.
- C. Please provide pricing for additional videos you can provide, such as behind the scenes footage to be posted on YouTube, Facebook and our website.

3. VENDOR QUALIFICATION

- A. It is the policy of the RIL to make every effort possible to assure the participation of small, minority, and female-owned businesses pursuant to Section 4, entitled “Vendor Qualification,” as outlined in the Procurement Regulations, promulgated pursuant to 32-1 of the General Laws of the State of Rhode Island, and as mandated in Title 37, Chapter 14.1 of the General Laws of the State of Rhode Island, entitled “Minority Business Enterprise”.
- B. Prior to final award, if successful vendor is out of state, the vendor will be required to file an “Application for Certificate of Authority as a Business Corporation/Foreign Business Corporation” with the Rhode Island Secretary of State’s Office; website address www.sos.ri.gov.

4. CONTRACT

- A. The RIL reserves the right to accept proposal(s) in whole or in part and to negotiate terms, conditions, and provisions in addition to those stipulated in this RFP.
- B. The RIL reserves the right to award this contract on price alone.
- C. The laws of the State of Rhode Island, including the State’s General Conditions of Purchase, shall govern any contract(s) resulting from this RFP.

5. SELECTION PROCESS

- A. The RIL will base its selection on a combination of creativity, services, competence, experience, and cost; but none of these shall be the sole basis for any contract award. It is possible more than one vendor will be selected.

6. COST TO VENDORS

- A. All proposals are submitted at the vendor’s sole risk and expense. The RIL shall not, under any circumstances, be responsible for any costs or expenses incurred in submitting a response to this solicitation.

7. REJECTION OF PROPOSALS

- A. The RIL reserves the right, without liability, to reject any and all proposals at any point prior to the award of a contract and/or cancel this procurement.

8. SCHEDULE OF EVENTS

- A. Written questions related to the RFP must be submitted no later than 4:00 p.m. on **Friday, August 30, 2013**, and sent either by e-mail or fax, to:

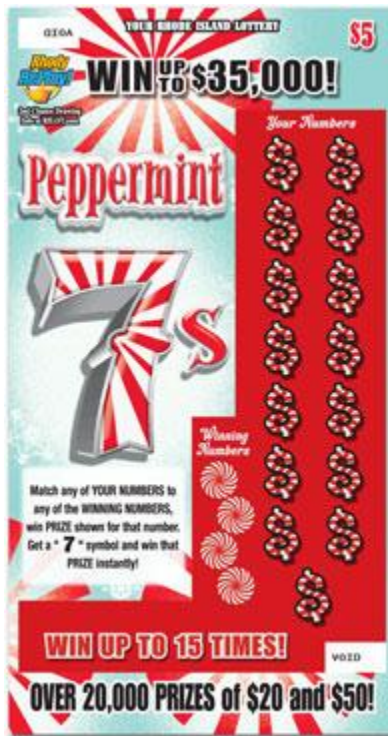
Terri Kiernan
tkiernan@rilot.ri.gov
Fax: 401-463-5669
Telephone: 401-463-6500 Extension 104

Vendors not submitting questions, but who wish to receive a copy of questions and answers, should e-mail or fax their contact information to Terri Kiernan.

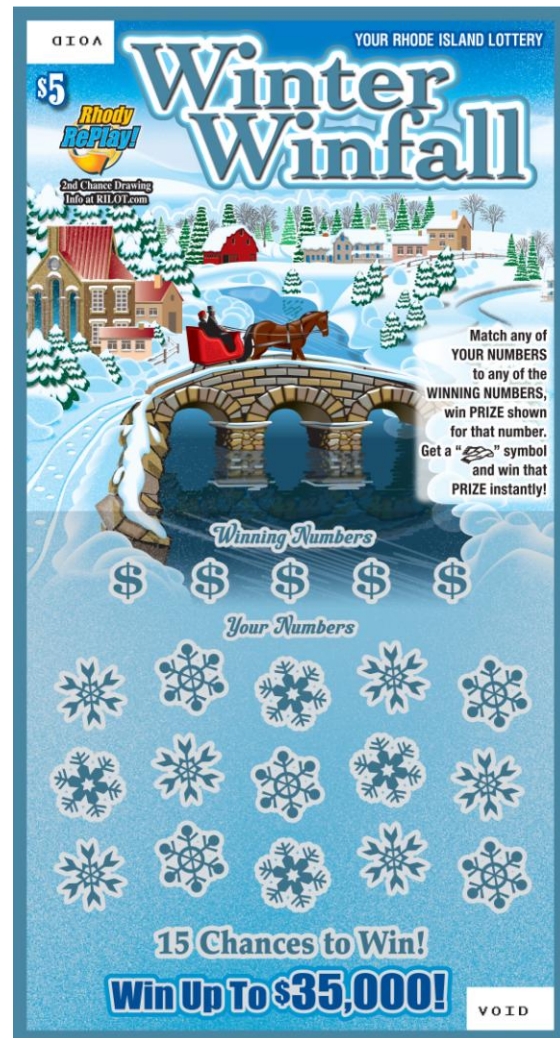
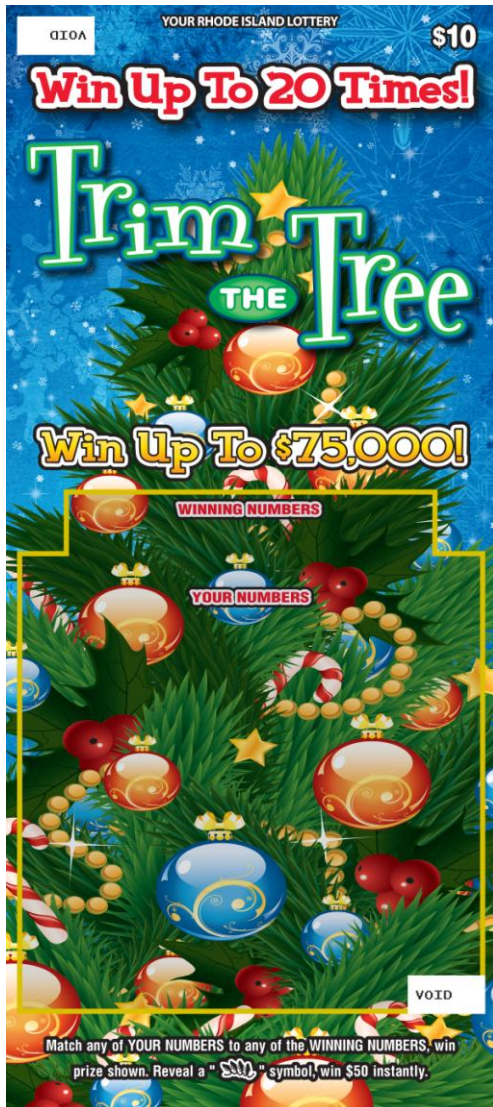
- B. Answers to all questions will be provided no later than 4:00 p.m. on **Tuesday, September 3, 2013**.
- C. Interested vendors must contact Terri Kiernan no later than **Thursday, September 5, 2013**, to schedule an appointment to present creative concepts and pricing.



Your Rhode Island Lottery
RHODE ISLAND LOTTERY
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MEGA MILLIONS GAME CHANGE

- Larger minimum and faster growing jackpots.
- Better overall odds for winning any prize.
- The prize structure will change. The second prize will increase from \$250,000 to \$1 million.
- A 5X Megaplier will be added, giving players the chance to win \$5,000,000, without hitting the jackpot!
- The price of a ticket will not change. It is still \$1, with another \$1 for the Megaplier option to give players the chance to win \$5 million.

Effective Date:

- Sales begin Saturday October 19, 2013
- First drawing Tuesday October 22, 2013

Drawings and Sales cutoff:

- Drawings held Tuesdays and Fridays, 11:00 pm (Eastern Time).
- Draw sales cutoff no later than 9:50 pm (Eastern Time) on draw days.

Ticket Price:

- \$1 per play
- Additional \$1 for the Megaplier

Matrix:

- Dual Matrix
- Pool A: 75 balls
- Pool B: 15 balls

Prize Tiers:

# of Balls in Play		Megaplier Prizes (prizes below <u>include</u> the base prize amount)			
		2 ea.	4 ea.	3 ea.	6 ea.
Match	Base Prize	2x	3x	4x	5x
5 + 1	Jackpot	Jackpot	Jackpot	Jackpot	Jackpot
5 + 0	\$1,000,000	\$2,000,000	\$3,000,000	\$4,000,000	\$5,000,000
4 + 1	\$5,000	\$10,000	\$15,000	\$20,000	\$25,000
4 + 0	\$500	\$1,000	\$1,500	\$2,000	\$2,500
3 + 1	\$50	\$100	\$150	\$200	\$250
3 + 0	\$5	\$10	\$15	\$20	\$25
2 + 1	\$5	\$10	\$15	\$20	\$25
1 + 1	\$2	\$4	\$6	\$8	\$10
0 + 1	\$1	\$2	\$3	\$4	\$5